

the**DIGEST**

July 2025

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# Why Marshalltown Scavenger Hunt

The 2025 Why Marshalltown Scavenger Hunt took place on Wednesday, June 18th. The event gave local interns and newcomers to the community some insight of all Marshalltown has to offer! Thank you to all of our participating businesses!

- Taylor's Maid-Rite
- Marshalltown Public Library
- Marshalltown YMCA YWCA
- Marshalltown Arts & Civic Center
- Wayward Social
- McFarland Clinic
- La Carreta Mexican Grill
- Wandering Creek Golf Course
- Grimes Farm & Conservation Center
- Iowa Veterans Home
- Lillie Mae Chocolates
- Black Tire Bike Co.
- La Michoacana Ice Cream & Coffee Shop
- Stepping Stones Christian Bookstore
- Marshalltown Main Event
- The Outlet Co-Work & Space



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# Why Marshalltown Scavenger Hunt



## Why Marshalltown Lunch & Learn

On Wednesday, May 28th the Why Marshalltown Lunch & Learn event was held at the Orpheum Black Box Theater with guest speaker is Malia Gudenkauf. Her topic was "Confident Money Moves: From Budgeting to Smart Investing" and lunch was from Sub City.

Why Marshalltown is a summer workforce program led by the Marshalltown Area Chamber of Commerce, designed to connect interns and any newcomers with everything our community has to offer beyond the workplace. While employers provide valuable on-the-job experience from 9 to 5, we focus on the 5 to 9—showcasing local events, hotspots, culture, and connections that make Marshalltown a great place to live. Whether you're here for the summer or settling in for the long term, our goal is to help you feel at home—and excited to stay.



## New Chamber Members

The following businesses have invested in the greater community by joining the Marshalltown Area Chamber of Commerce.

Please support these businesses with your patronage.

### Lucy's Dive Bar

Edgar Chaidez, Co-Owner  
Luz Morciego, Co-Owner  
207 East Main Street, Marshalltown  
641-328-1202  
elsarq3127@gmail.com  
Facebook: Lucy's Dive Bar

*Lucy's Dive Bar is your go to place for a good time, featuring live music, mixed drinks and so much more!*

### Select Physical Therapy

Michelle Stebral, Business Development Manager  
Heather Moore, Physical Therapist & Center Manager  
55 UnityPoint Way, Suite 70, Marshalltown  
641-754-6120

[www.selectphysicaltherapy.com](http://www.selectphysicaltherapy.com)  
[www.facebook.com/selectPTS](http://www.facebook.com/selectPTS)

*Select Physical Therapy is a nationally prominent, locally driven provider of outpatient physical rehabilitation. With 3 local centers in Marshalltown, Toledo and State Center they offer a wide range of physical therapy services for both adults and pediatrics, occupational therapy, sports medicine and work injury prevention and management. Select Physical Therapy hosts a team of clinical experts that are well equipped to help you achieve whatever goal you're striving toward and getting you back to feeling well, healthy and living your life to the fullest.*

## Thank You Reinvesting Chamber Members

The reinvesting members printed in bold type marks those with memberships in increments of five years.

Blissful Expressions	4	Midwest Merchant Processing	12
Garling Construction	5	Pilgrim Heights	
Great Western Dining	10	Camp & Retreat Center	18
Heart of Iowa Ventures, LLC	2	Rube's Steakhouse & Lounge	11
Iowa Home Care	3	ServiceMaster by Rice	6
Journey Church	27	Village Cooperative of	
Manatts, Inc.	8	Marshalltown	1



## Caffeinated Conversations

### Karl Auto Group of Marshalltown-June 2025



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Marshall County Economic  
Development Director  
**Brittany Sichra**  
Event & Tourism Coordinator  
**Jenna Dooley**  
Administrative Assistant

## Leadership Marshalltown Alumni Event

Leadership Marshalltown alumni event was at Wayward Social at the end of May! It is a great time to get together with classmates and catch up!

Interested in Leadership Marshalltown for 2025/2026? Leadership Marshalltown is a 9-month course that introduces a leadership framework for individual development, organizational effectiveness, and community progress. We utilize a curriculum from the Kansas Leadership Center who also leads the opening retreat. The class will tour local businesses and hear from panelists who talk about their concerns and aspirations within their industries. Participants connect, work through challenges and leave each class with actionable steps they can take back to both their work and personal life.

Registration for the next class is now open! Check out our website for more information!  
[www.marshalltown.org/leadership-marshalltown](http://www.marshalltown.org/leadership-marshalltown)





## Welcome!

The **Marshalltown Senior Citizens Center** welcomes new Director, Nicki Reynolds!

Reynolds was born and raised in Marshalltown and is a proud graduate of Iowa State University.

"I have extensive experience working with the public and truly enjoy being part of this community. I'm married to Jake Reynolds, owner of Black Iron Barbell here in Marshalltown, who also works for UPS. We have two wonderful sons-Cohen, a 14-year-old freshman at West Marshall and Ryker a 12-year-old sixth grader at Lenihan." says Reynolds, "I'm excited for the opportunity to meet everyone and am passionate about growing the center. I hope to bring in new faces, introduce fresh activities, and build strong relationships both within the center and throughout the community. Stop in and say hello!"



**McFarland Clinic** is pleased to announce that Taryn Kosier, CNM, ARNP, has joined McFarland Clinic's Obstetrics & Gynecology (OB/GYN) Department in Ames. Taryn will see patients at McFarland Clinic in Ames and in Marshalltown.

Taryn received her Bachelor of Science in Nursing from Missouri State University in Springfield, Missouri, and her Master of Science in Nurse Midwifery from Frontier Nursing University in Versailles, Kentucky.

As a Certified Nurse Midwife, Taryn will provide services for annual exams, STI testing, problem gynecology treatment, contraceptive counseling and prescriptions, prenatal care, labor and delivery support, and post-delivery support.

**Chamber Bucks make great gifts  
and are a perfect way to  
THINK LOCAL FIRST!**

## Iowa Broadcasters Association honors the late Mark Osmundson

The Iowa Broadcaster Association (IBA) honor the life and career of MTN Broadcasting (KDAO) co-owner Mark Osmundson, inducted posthumously into the IBA Hall of Fame on June 12, 2025.



Chamber Chat - Sundays

6:30 a.m. on 92.9 KDAO FM

7:30 a.m. on 1190 KDAO AM



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# CHAMBER AMBASSADORS VISITS



May 13, 2025 the Chamber Ambassadors held a ribbon cutting for **Suncrest Home Health & Hospice!** Suncrest has been serving the Marshalltown area for about a year and a half and recently joined the Chamber.

Suncrest Hospice brings exceptional care, support, and dignity to your loved ones final days. Services include nurse and CNA visits, social work, chaplain support, music therapy, massage therapy, pet therapy and volunteer visits. Patients receive an average of 8-10 visits per week from locally hired nurses and CNA's!

If you or a loved one is recovering from an illness or injury, or requires assistance for chronic impairments, the home health team is ready to help! Services include skilled nursing visits, physical therapy, occupational therapy, speech therapy, medical social work support, and bath aide services.

*Hospice Liaison, Michelle Sweeney (515-291-1165)*

*Home Health Liaison, Daniel Ihrke (641-860-0971)*

The Chamber Ambassadors held a ribbon cutting with **QPS Employment Group** in Marshalltown to celebrate their new location at 16 E. Main Street, Suite 260 in the City Centre building on June 10, 2025. QPS is a full-service staffing firm who works to connect our area's top talent with many companies within their focus industries. Whether you are looking for a job or looking for staff, QPS can help you!

[qpsemployment.com](http://qpsemployment.com)

[marshalltown@qpsemployment.com](mailto:marshalltown@qpsemployment.com)

641-454-5656



On June 18, 2025 the Chamber Ambassadors ribbon cutting at the **Village Cooperative of Marshalltown** as they celebrated their 15 year anniversary!

The Village Cooperative of Marshalltown consists of 50 homes in one and two bedroom designs for active adults and was completed in 2010. All homes are light and open with a separate laundry room, storage area and a private balcony. It also features beautifully decorated community areas including a community room with kitchen, guest suite, club room, reading areas, outdoor planting areas, and a woodworking shop and fitness center.

*915 W. Merle Hibbs Blvd.*

*[marshalltown@theaapg.com](mailto:marshalltown@theaapg.com)*

*641-752-4411*



## 127th Chamber Annual Banquet

On June 12, 2025 the Marshalltown Area Chamber of Commerce held its 127th Chamber Annual Banquet at Midnight Garden. This evening was a time of celebrating another year of progress and development in the community. Chamber President & CEO John Hall comments kicked off the evening, “It’s clear to me that this past year’s been an incredible one not because it’s been easy but because the momentum we’ve worked so hard to build is finally helping us unlock and achieve some of the major efforts that we’ve long envisioned,” Hall said. “Big projects are moving. Community priorities are aligning, and we’re seeing the kind of progress that only comes from persistence and partnerships and shared vision.”

Next the keynote address was provided by Ilana Preuss of Recast City LLC. Preuss dove into strategies for redevelopment in struggling cities with a focus on small-scale manufacturing. To finish out the event the Chamber presented three awards.

Platinum Sponsor:



The 2025 Community Impact Award winner, Luisa Ortega stands with Chamber President & CEO John Hall. In 2008, the Chamber established the Community Impact Award to recognize a business, organization, or individual for their contributions to shaping and changing the landscape of the community.

The 2025 Rising Leader Award winner Tyler Peschong stands with Chamber Workforce Development Director Kate Bowermaster. In 2025, the Chamber established the Rising Leader Award. This “honors an emerging leader in our community who demonstrates exceptional promise, innovation, and dedication to making Marshalltown a better place to live, work, learn, and grow.”



The 2025 Tourism Champion Award winner was the Marshalltown Community College Esports Program. Chamber Tourism Director Dylan Does presented the award to MCC Esports representatives Andrew Goforth, Nate Rodemeyer and Max Pietrzak. In 2025, the Chamber established the Rising Leader Award. This is “dedicated to the organization or individual who promotes, supports, and helps grow Marshalltown as a destination.”



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## Chamber Members Advertise Here!

**Did you know that as a member of the Marshalltown Area Chamber of Commerce you are able to advertise in the Chamber Digest newsletter?**

For more information on advertising in the Chamber Digest contact Chamber Vice President Sarah Smith.

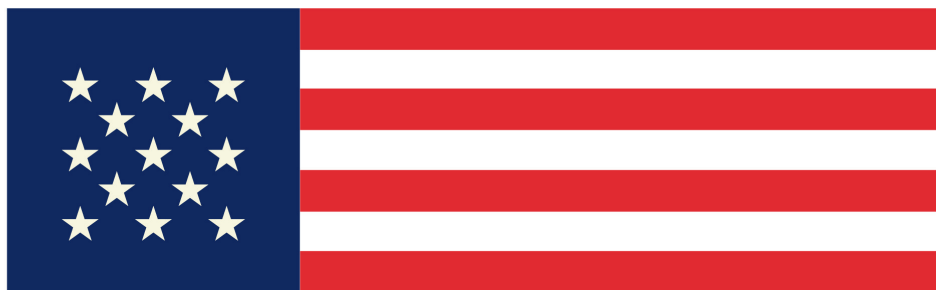
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[ssmith@marshalltown.org](mailto:ssmith@marshalltown.org)

## www.marshalltown.org Statistics

	May'25	Avg/Month	YTD Total
Unique Visitors	11,500	9,686	48,431
Number of Visits	40,567	28,318	141,592
Page Views	180,584	166,228	831,138
Hits	615,823	509,600	2,547,999

The Marshalltown Area Chamber of Commerce's website traffic is strong. The website includes information about the Chamber's departments: government affairs/advocacy, economic development, education and workforce, membership services, and quality of life and tourism. Be sure to check it for business news, legislative updates, event photos, program information, job postings, and the Community Calendar.



**JULY 3 & 4 , 2025**

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PARADE | KIDS ACTIVITIES  
VETS BALL GAMES | MUSIC  
FIREWORKS | AND MORE!!**



**MARSHALLTOWN, IA**



**OFFICIAL WEBSITE >**

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**Chamber Chat**  
every Sunday morning  
**6:30 a.m. on 92.9 KDAO FM**  
**7:30 a.m. on 1190 KDAO AM**

## Marshalltown's Red, White & Blue Celebration

### July 3rd Schedule:

Car Cruise-In: Marshalltown's Red, White & Blue Celebration kicks off with the Car Cruise-in in the 13th Street District and the Iowa Veterans Home grounds. There will be over 100+ gorgeous vehicles, food trucks, music, and more!

The B2Wins headline Live After 5's July 3rd concert! Marshalltown's Own Buz Owen will open.

### July 4th Schedule:

Parade: Marshalltown's 4th of July Parade will begin at 10:30a. The parade will weave through 13th Street District and wind through the 150-acre Iowa Veterans Home and the 400 residents and staff. Wear your best red, white and blue outfit!

Iowa Veterans Home Activities: Beginning at 11:30 a.m. on the Iowa Veterans Home grounds, there will be face painting, kids' activities, food trucks, and more! It is a can't miss event.

Evening 4th of July Activities & Fireworks: Beginning at 4 p.m., there will be kids' activities, pro wrestling, vendors, food, live music headlined by Dirty Rotten Scoundrels, and fireworks capping off the evening.

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### Sign up for 'This Week in Marshalltown' weekly events newsletter

Don't miss out on upcoming community events! Sign up for the weekly event email newsletter "This Week in Marshalltown" and receive a listing of upcoming events via email each Monday. To sign up for the newsletter contact the Chamber office at [office@marshalltown.org](mailto:office@marshalltown.org).

## Business After Hours hosted by Live on Stage Marshalltown-June 2025



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## A message from the ISU Small Business Development Center:

Let's talk about cybersecurity.

Cybersecurity is an important topic for small business owners to learn about and embrace, even when we are convinced that our digital presence is negligible, and we cannot even fathom who would want to take the time to disrupt our "small town Iowa" small business. True, our businesses may not be on the radar of international hackers. Our businesses may, however, be on the radar of a disgruntled employee, dissatisfied client, or the kid down the block, who is honing hacking skills for fun. We may, also, shy away from the topic, because it is "one more thing," in an already overflowing day, week or month. Fortunately, there are resources available to simplify the learning, increase our knowledge about cybersecurity and provide us with some steps for action.

First, let's explore some ways that cyber attacks regularly impact small businesses. For instance, phishing emails can bait unaware business owners and employees to disclose information or respond to requests that are illegitimate. I receive phishing emails regularly! My favorite is a friend asking me to purchase gift cards. Or, we may unknowingly click on a link that looks official, only to discover that the link unleashed a ransomware attack on our system and has locked us out until payment has been made. Check out these videos created by the National Institute of Standards and Technology (NIST) to learn more.

Once we have determined that cyber risk is real, now what do we do? NIST has created a website dedicated to small business cybersecurity issues. NIST has even developed a quick start guide which provides a clear path for small businesses owners who are ready to implement some cybersecurity measures. Iowa SBDC, also, offers a series of on demand cybersecurity webinars. ([iowasbdc.org/services-ondemandtraining](http://iowasbdc.org/services-ondemandtraining))

One final thought...make a date with your insurance agent and learn about the cybersecurity coverage that your business insurance policy may or may not offer. The information may be helpful as you explore what a cybersecurity plan for your business should look like.

ISU SBDC is here to work with you. Our services are without cost and confidential. How can we help? Let's get a conversation going. We can be reached through a click or a call. The fastest method to connect with us is to visit [iowasbdc.org](http://iowasbdc.org), select the request counseling button, complete the electronic form and choose Iowa State as your center of choice. Call us at 515-296-7828 or, ask a Chamber official how to reach us and they will point you in our direction.

*Enjoy today-Sheri Benson, CBA, CGBP, ISU SBDC business counselor*



## Economic Statistics

<b>Employment – Marshall County - April</b>	<b>2025</b>	<b>2024</b>
(Source: Iowa Workforce Development)		
Labor force	18,830	17,150
Unemployed	1,160	940
Percent unemployed	5.8	5.5
Total employment	18,630	16,210
<b>Marshall County Construction - April</b>	<b>2025</b>	<b>2024</b>
(Source: Marshalltown Building Department)		
Building permits	18	1
New Residential Construction	\$381,020	\$0
Residential Addition/Remodeling	\$112,745	\$10,798
New Commercial/Industrial Const.	\$231,424	\$1,965,929
Commercial/Industrial Remodeling	\$8,519,319	\$0
<b>Housing Sales Data - April</b>	<b>2025</b>	<b>2024</b>
(Source: Mid-Iowa Regional Board of Realtors)		
Single family home sales	34	27
Median sale price	\$145,500	\$180,000

## Upcoming Chamber Events

**July 8 - 4:30 - 6:30 PM**

Business After Hours at **MEMBERS1st Community Credit Union**

**July 9 - 4:00 - 5:30 PM**

**Connect Marshalltown & Why Marshalltown Cocktails & Mocktails Networking at Wayward Social Gutter Point**

**July 11- Elmwood Country Club  
Chamber Ambassadors Golf Outing**

**July 22 - 7:30 - 9:00 AM**

**Caffeinated Conversations at Taylor's Maid Rite**

For more information on these Chamber events visit our website at [www.marshalltown.org/chamber-events](http://www.marshalltown.org/chamber-events)



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